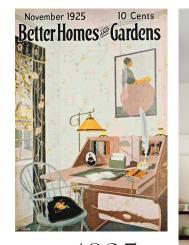


Color through the decades PASTELS

Happy cotton candy hues such as *petal pink* and butter yellow surged after WWI and the Jazz Age glowup of the '20s and '30s. By the 1980s, coating interiors in lilac and aqua blue was a way of saying (to paraphrase Cyndi Lauper), we all just wanna have fun.



1925 The acronym WFH (work from home) wasn't in use then, but this vignette of a desk made the cover in November and harks back to the dusky tones of the preceding Arts and Crafts era.







2018

Millennial pink had its own moment, and it shows no signs of fading. We saw the soft shade on walls and architectural features, including actor Hilary Duff's screensiren-worthv front doors in L.A.



1985

Living rooms were mauve-elous in the '80s. Taupe undertones made the color more sophisticated than the sweeter '50s version.



1950s

First Lady and color influencer Mamie Eisenhower was so pink-obsessed she used pink cotton balls in her bathroom. Postwar, pink and other optimistic, island-inspired tones like minty green and sky blue surged. All the better to welcome Hawaii to statehood in 1959.

Color through the decades AMERICANA

Few palettes are as timeless as Old Glory's red, white, and blue. Together, the trio are especially dynamic whether in *bold primary colors* or *faded timeworn hues*. It's no wonder red and blue rooms have appeared on our pages again and again, especially around America's bicentennial in 1976.



1944 Society decorator and maximalist Dorothy Draper combined patriotism and the postwar need to nest in layered living rooms. This one follows her lead with bouquet-tossed walls, flouncy red bows on lamps, and the pink ribbon trim on Mr.'s "lazy red chair."



Safe - Safe

sophisticated nod to the Stars and Stripes.

2018

This Connecticut guest room,

with glossy indigo floors and Albert Hadley

Fireworks wallpaper, is a

1996 If you've ever binged '90s TV as visual comfort food, you may want to sink into this stripe-onstripe coziness. What better place to curl up than on colorblocked pillows in a palette straight out of

> 1973 Graphic wall treatments were out-of-sight (as in groovy) in the

The Simpsons?

age of Saturday Night Fever. The disco aesthetic comes through in the bold red sofa and shag carpet that energize this open-plan living room.



According to a 1950 BHG survey, "Most men preferred blue" as a living room nue. Pairing dusky blue walls with strong reds and yellow (another primary favorite) gives this midcentury room extra panache.

1950





ALMANDINE BHG1042 Better Homes & Gardens™

> DANUBE SW 6803 Sherwin-Williams

RED BANNER Pratt & Lambert

LIFE FORCE P500-4 Behr



Color through the decades EARTH TONES

When things go topsy-turvy, there's little that's more grounding than Mother Nature—as evidenced by our yen for earth tones in times of upheaval. *Forest greens, tawny browns,* and *deep oranges* make every day feel—at least in our homes—like a walk in the park.



1938 Muted shades of apricot and chocolate soothed us during the Great Depression. This living room of a BHG editor was decorated by his wife, who prized the combo for its restfulness.



1967 The Brady Bunch set (1969) epitomized this era, when avocado and lime paired perfectly with Creamsicle orange. The playfulness reflected the desire for rich, bold colors.







2022Woodland hues—think pale greens and midtone brownsunderscore our deepening connection with nature (#biophilia).

2021 Warm terra firma browns are prized for their coziness and versatility. In this nook, where walls are similar to Benjamin Moore Baked Cumin with trim a few shades darker, a tufted armchair in royal blue and an icy blue pillow create a fresh, calming palette.



1993 Even during the height of Seattle's grunge scene, Ralph Lauren reigned, bringing his particularly moneyed brand of hunter green, warm woods, and silver spoon spirit to homes everywhere.



1970s

Before #bohostyle became a hashtag, there were hippies living in spaces laden with macramé, rattan, and spider plants. To "unbox" any small room, this 1977 article advised, "add a vivid swath of fabric" to the wall.

Color through the decades JEWEL_TONES

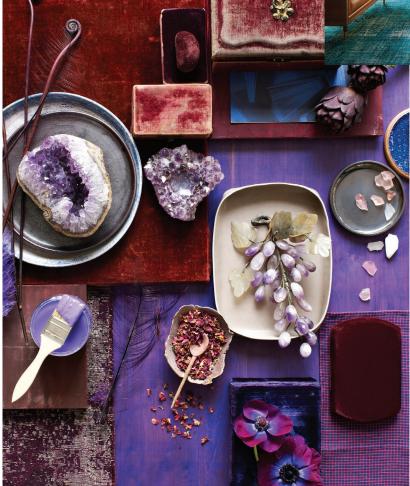
Emerald. Garnet. Topaz. Sapphire. In periods of upward mobility and increased creativity, these *eye candy colors* have sparkled in our homes like jewels in a crown. They're forever alluring and scene-stealing as backdrops or accents in any room in the house.



1926 It's no surprise colors became all the more cinematic in the same time period Art Deco was born and King Tut's tomb was discovered. We called it "Adventuring in Color."



1967 A cultural revolution was happening, and patterns echoed society's urge for individuality, as seen in this purpleon-blue bedroom. The "fanciful trellis retreat" included checked bedding and abstract floral walls.



1984 With MTV and *Miami* Vice on the air, electric neons were all but required. As we wrote in 1987, "you'll lend rich, almost old-world appeal to any setting with deep shades of amethyst, emerald, sapphire, and ruby."





2021

We hunkered down and played together. Monopoly and Uno, sure, but we also amused ourselves with our interior decorexperimenting with bold color combinations like cobalt, teal, and yellow.



2018 When gray was the choice main color, all the extracurricular colors dialed up their richness for contrast. Malachite and Gen Z yellow went toe-to-toe as designer favorites.

Color through the decades NEUTRALS

Neutrals are easy on the eye—maxing out the *relaxation factor* in any interior, especially when paired with touchable textures. But as the midcentury modern movement and high-fashion 1970s proved, neutral hues are anything but sleepy.



as we craved simpler times.